

Southern Living

PLANT COLLECTION

Retailer Guide 2025

Why Stock Southern Living® Plants?

Extensive Grower Network

- 150+ high-quality licensed and associate growers across the Southeast.
- Interested in Southern Living® liners? Contact us.

National Advertising

- Full page magazine ads and editorial coverage
- Digital web banner ads
- Daily social media posts, short form videos and reels
- Weekly email newsletters
- Aspirational and informative web content

Free PoP & Packaging

Our branded containers, large, full color, information tags (with new QR codes), and flexible signage options allow you to customize your Southern Living display to fit your location. This complete package is a valuable tool to increase profits for you. Order your free merchandising materials online.

Scan to
Order PoP



your
order pop

Harness the Power

Southern Living Plant Collection marketing efforts engage gardening consumers at every stage of the purchasing process, from dreaming to planning to purchasing. Employing the latest innovative marketing technologies to identify prospective customers, we reach them with a continuously updated mix of content and messaging to build brand exposure and deliver sales.

Join Us!

1. Follow Us     
2. Engage like, comment, share
3. Share your photos and videos
4. Tag @SouthernLivingPlantCollection



DIG THE
GOOD LIFE.®

Many more varieties
from Southern Living!®

SouthernLivingPlants.com



The 6th largest consumer magazine in the country, Southern Living reaches more than 19 million people each month, and 75% say they take action as a result of seeing ads in Southern Living. The Southern Living Plant Collection harnesses this powerful brand credibility and trust, and backs Southern Living Plants with significant marketing and merchandising investment, to deliver consumers to your retail shelves. When Southern Living fans want their gardens to look like the pages of Southern Living, they know these plants deliver.

Influencer Partnerships

Our fall and spring partnerships with influencers and members of the press share Southern Living Plants with their diverse audiences, expanding the reach of traditional marketing efforts, and resulting millions of social media impressions and engagements, and inclusion in consumer and trade print and digital media.

High Impact PR & Social

Save time and effort and utilize our huge catalog of digital content—from social media posts, videos, photos and more—to reach your audiences.

DIG THE
GOOD LIFE.®
with
Southern Living

Learn more at
SouthernLivingPlants.com

2025

STOCK THE PLANTS THEY'LL BE ASKING FOR

We're backing these top varieties with four full page ads in *Southern Living*® magazine in 2025. Plus we will promote them with free retail signage, e-blasts to our huge consumer audience, social media, and web content. *Order now so you'll be ready.*



FEB

**DownHome Harvest®
Berries and Fruit Trees
from Southern Living®**

Photographer: Lylee West/Topix™
Produce: USDA Photo Page 10/20/20



MAR

**All Varieties
Southern Living®
Agapanthus**

Photographer: Lylee West/Topix™
Produce: USDA Photo Page 10/20/20



**Platinum Beauty®
Lomandra**

Photographer: Patricia Bess/Topix™
Produce: USDA Photo Page 10/20/20



APR

**Suntastic™
Abelia series**

Photographer: Patricia Bess/Topix™
Produce: USDA Photo Page 10/20/20



**Diamond Spire®
Gardenia**

Photographer: Patricia Bess/Topix™
Produce: USDA Photo Page 10/20/20



APR

**Touch of Gold®
Holly**

Photographer: Lylee West/Topix™
Produce: USDA Photo Page 10/20/20



**"Sunshine"
Ligustrum**

Photographer: Patricia Bess/Topix™
Produce: USDA Photo Page 10/20/20



**All Varieties
Southern Living®
Loropetalums**

Photographer: Patricia Bess/Topix™
Produce: USDA Photo Page 10/20/20



MAY

**All Varieties
Southern Living®
Carex**

Photographer: Patricia Bess/Topix™
Produce: USDA Photo Page 10/20/20



**All Varieties
Southern Living®
Hydrangeas**

Photographer: Patricia Bess/Topix™
Produce: USDA Photo Page 10/20/20



JUN

**All Varieties
Southern Living®
Crapemyrtles**

Photographer: Lylee West/Topix™
Produce: USDA Photo Page 10/20/20



AUG

**All Varieties
Southern Living®
Nandinas**

Photographer: Patricia Bess/Topix™
Produce: USDA Photo Page 10/20/20



SEP

**All Varieties
Southern Living®
Conifers**

Photographer: Patricia Bess/Topix™
Produce: USDA Photo Page 10/20/20



**Early Wonder®
Camellia**

Photographer: Patricia Bess/Topix™
Produce: USDA Photo Page 10/20/20



**All Varieties
Southern Living®
Hollies**

Photographer: Patricia Bess/Topix™
Produce: USDA Photo Page 10/20/20

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southernlivingplants.com

